

Jun. 6. 2011 5:50PM STRAUB & POKOTYLO

RECEIVED  
CENTRAL FAX CENTER

No. 2744 P. 4

JUN 06 2011

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, et al.

Serial No.: 10/748,870

Confirmation No.: 3713

Filing Date: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS

Examiner: Wilson W. Tsui

Group Art Unit: 2178

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S. I. R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference DV is a European Search Report from the European Patent Office in counterpart European Patent Application No. 10012977.4-2201. Note that references D1-D7 cited in reference DV are already of record (as references AR, AN, AS, AP, AQ, AT and AO, respectively).

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since a first Office Action has been mailed, but a final Office Action, a Notice of Allowance, or any other action that closes prosecution on the merits has not yet been received, this Information Disclosure Statement ("IDS") should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 936-1400

June 6, 2011

STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo

Signature

June 6, 2011

Date